

# The Society Bee-Hive

BY MELLIFICIA

Thursday, July 31, 1913.

THE rag weed and the golden rod will shortly send many Omahans to other climates. The fear of hay fever keeps many from even motoring in the country, and those suffering with this malady usually leave before August 10 and remain away until frost.

Miss Hortense Clark was one of the first to leave and is spending several weeks at Lake Okoboji.

Mrs. George Thummel and son, George, are both hay fever sufferers and left in July for their summer home on the Sault Ste. Marie.

Mrs. William Hill Clarke plans to leave August 8, but she has not decided definitely whether she will go to Estes Park or go east and take the trip of the St. Lawrence.

Mrs. J. E. Summers and son, Stuart, plan to go to Atlantic City for several weeks.

Mrs. Pierre Colon Moriarty usually spends the summer either in the Wisconsin woods or at the seashore.

Miss Ella Mae Brown will go to Teepee Lodge, near Sheridan, Wyo.

Mrs. George Barker usually goes to Colorado, and this year Mr. and Mrs. Barker and Mr. and Mrs. F. T. B. Martin and family will be at Cherokee Park, Colo.

Mrs. E. J. McVann will go to the Black Hills and will visit friends in Deadwood.

## Luncheon for Visitor at Loyal.

Mrs. George Van Winkle of Cheyenne, Wyo., wife of Rev. Van Winkle, who was a former pastor of the South Omaha Baptist church, was the honor guest at a luncheon given at the Loyal hotel today by many friends of South Omaha.

Rev. and Mrs. Van Winkle now make their home in Cheyenne and Mrs. Van Winkle has been visiting in South Omaha several days. The committee in charge of the affair is Mrs. E. B. Tow, Mrs. A. H. Laidlaw and Mrs. W. B. Meyers. Miss M. Miller of the Wisconsin State Normal school gave a reading. Those present were:

Messdames—  
George Van Winkle, W. B. Wymann, A. G. Laidlaw, A. Wilson, C. Francisco, E. B. Tow, A. Northcutt, E. O'Hearn, C. Bloane, E. Annett, R. O. Walker, J. C. Moore, W. B. Meyers, A. Higginburg, A. Conaway, M. Miller, J. C. Moore, T. Hasell, A. Todd, J. Jones, G. French, J. Henry, C. Higgins, W. R. Hill, R. O. Hasdina, T. Grayson, J. D. Jones, Misses—  
Mann, McConaughy, M. Miller, Messdames—  
W. B. Wymann, A. Wilson, E. B. Tow, A. O'Hearn, E. Annett, C. R. Kippen, J. C. Moore, A. Higginburg, J. C. Moore, F. Moore, R. Hasdina, H. S. Burket, N. Niche, Edward Johnson, H. S. Burket, A. Lux, Max McConaughy, H. Katske, Misses—  
Jennie Hurley, Cook, Belle Elias.

## Wedding Anniversary Celebration.

Mr. and Mrs. A. F. Fentel entertained Sunday evening in honor of their fourth wedding anniversary. The evening was spent in games and dancing. Those present were:

Mr. and Mrs. Frank Humphert, Mr. and Mrs. William Neckbach, Mr. and Mrs. J. J. Plank, Mr. and Mrs. Philip Wenz, Mr. and Mrs. William Sheets, Mr. and Mrs. W. J. Humphert, Mr. and Mrs. Henry Humphert, Mr. and Mrs. Con Breen, Mr. and Mrs. A. F. Moore, Misses—  
Della Moore, Ida Cananough, Marie Johnson, Frances Flatti, Messrs—  
Joe Strasser, Martin Strasser, Louis Greving, Herbert Breen, William Donovan, T. P. Donovan, M. Moore, Misses—  
Florence Erickson, Lolla Marsh, Marie Jackson, Bonnie Jones, Roger Dixon, Messrs—  
Harold Fernandez, Jack White, George Jackson, James Norgard, Harry Groback, C. E. Royce, Al Larson.

## Launch Party.

The members of the Fagalo club gave a launch party Tuesday evening at Carter lake. Those present were:

Messdames—  
Florence Erickson, Lolla Marsh, Marie Jackson, Bonnie Jones, Roger Dixon, Messrs—  
Harold Fernandez, Jack White, George Jackson, James Norgard, Harry Groback, C. E. Royce, Al Larson.

## For Visitor.

A luncheon was given by Miss Edith Finch, Wednesday, at her home, 2044 I street, South Omaha, in honor of Miss Ivy Lee Willard, who is visiting here from Muskegon, Okla. The dining room was beautifully decorated in yellow and white. Those present were:

Messdames—  
Florence Erickson, Lolla Marsh, Marie Jackson, Bonnie Jones, Roger Dixon, Messrs—  
Harold Fernandez, Jack White, George Jackson, James Norgard, Harry Groback, C. E. Royce, Al Larson.

## At the Country Club.

Many social affairs are being given in honor of Mrs. Holmes Updike of Long Beach, Cal. Mrs. E. S. Westbrook entertained nine guests at luncheon today at the Country club. Wednesday evening Mr. and Mrs. Nelson B. Updike entertained at the Country club when their guests were:

Messdames—  
Florence Erickson, Lolla Marsh, Marie Jackson, Bonnie Jones, Roger Dixon, Messrs—  
Harold Fernandez, Jack White, George Jackson, James Norgard, Harry Groback, C. E. Royce, Al Larson.

## Seymour Lake Country Club.

Mrs. George Jones entertained at luncheon Wednesday at the club. Covers were placed for Misses Florence Fitzgerald, Hanna Browne, Anne Gaughan, Messdames—  
H. E. Anker, George Jones.

## At Happy Hollow.

One of the larger luncheons at Happy Hollow today was given by Mrs. R. N. Hovess. Those present were:

Messdames—  
J. C. Coburn, Ruth Moffatt, R. V. Cole, David Baxter, T. A. Alexander, N. H. Nelson, J. H. Tracy, George Thompson, W. H. Blood, Kansas City, T. H. Zippel, Ernest Whitlock, Victor Reynolds, E. E. Needham, E. V. Arnold, Charles Marley, Miss Helen Coker.

## Luncheon for Mrs. Whalen.

Mrs. Arthur Daly entertained at luncheon today in honor of Mrs. J. M. Whalen of Salt Lake City. Covers were laid for ten guests.

## Cattin-Heelan Wedding.

The wedding of Miss Josephine Heelan, daughter of Mrs. Margaret Keenan, to Mr. Paul A. Cattin of Des Moines took place Wednesday morning, July 23, at St. Peter's church. Mr. and Mrs. Cattin left for a trip to the northern lakes and

## NORTH LAND IS PRODUCTIVE

Dr. Frederick Cook Believes it Will Some Day Be Cultivated.

## EXPLORATION IS HELPFUL

While Discovery of Pole is Not of Immediate Worth It Has Greatly Assisted Scientists in Their Calculations.

"Future explorations in the polar regions will be more along practical lines," said Dr. Frederick A. Cook, the polar explorer, in Omaha today between trains enroute to Nebraska City, where he is scheduled for a chautauqua lecture. "The land to within 50 miles of the North pole is capable of sustaining life and the day will come when all that north land will be supporting a large population."

Dr. Cook said that, although the public had never understood it quite so, the polar expeditions had been made with practical views in mind and that the actual finding of the pole was a secondary matter.

"Means to an End." "The pole itself is of no use to anyone. It has simply been a means to an end with us. We have had that as an objective point to work toward. The practical results that will come from future explorations will be along the line of better understanding and forecasting weather conditions by better understanding the conditions that exist at and in the vicinity of the pole. We in the United States cannot understand weather conditions here without knowing something about Canada. Canada cannot understand its weather conditions without knowing something of the conditions farther north, and we will never have the best knowledge of weather conditions until we understand conditions in the Arctic regions scientifically."

"Productive of Food." The explorer is enthusiastic over the amount of food products that could be obtained from the far northern seas. "The Arctic ocean supports more life than is used to man does the Gulf of Mexico," said Dr. Cook. "The day will come when we will be making use of this on a larger scale, and then the idea of conservation will come in. The sea is just as capable of being farmed as is the land, and sea farming is something that will be developed in the future. In the same way fur farming, which is now in its infancy, will be developed on the far north lands and will be one of the great industries of the world. The long days on these northern lands make it possible to raise some crops also. It is the same thing that makes Canadian wheat possible. If Canada's day was no longer than ours they could raise no wheat, for their season is too short."

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## Where Gen. Roper Thought it Wiser to Hide His Identity

Assistant Postmaster General Roper is a native of North Carolina, and a southerner to the core, and, as a rule, lets that fact be known without delay. While visiting in Omaha, he told a story, however, of one occasion where he was careful to keep it to himself.

"I was out west a few years ago," explained Mr. Roper, "on business, which took me to a little town called Mountain Home, in Idaho. I carried with me a letter of introduction from a friend in New York, and was most hospitably received by the gentleman to whom it was addressed, who showed himself most solicitous for my comfort and welfare and free with well meant advice for my benefit."

"There is just one thing I want to warn you about," said he, "and that is, don't mention the war around here."

"What war?" I asked, somewhat abashed.

"Why, the civil war, of course," said he. "Don't say anything about it if you want to keep out of trouble, for most of our people are southerners, some of them come from as far south as Kentucky and they are ready to fight the war over again at the drop of a hat."

"I saw at once that my host had assumed from my letter that I, like the writer, was a New Yorker and that he was eager to protect me, so I tried to change the subject."

"But what kind of people are they otherwise?" I asked.

"Oh, they're decent sort of folks," said he. "They're good neighbors. You'll find them all right in every way if you just don't mention the war. But I want to warn you again that they are all d-d rebels."

"I never did tell him," concluded Mr. Roper, "that I came from North Carolina."

"TOUCHED FOR HIS ROLL WHILE ASLEEP IN PARK"

John Dugan of Missouri Valley fell asleep in Jefferson square Wednesday evening and awoke several hours later to find that he had been touched for \$5 in cash and his gold watch. Dugan hurried to the police station, where he reported his loss and a strange dream he had experienced. He dreamed that a man was kneeling on his chest, choking him, when suddenly he felt a great relief, when the man vanished into thin air.

"Nobody is Too Old to learn that the sure way to cure a cough, cold or sore lungs is with Dr. King's New Discovery. 50c and \$1. For sale by Beaton Drug Co.—Advertisement."

## PORCH COMFORT A SOCIAL HELP

There's nothing that promotes social intercourse in the city in summer so much as a comfortable porch. Your friends will run over frequently in the evening if they know you have easy chairs and awnings and motes waiting for them on the porch.

Your family, too, will be healthier and happier if their evenings are made pleasant by comfortable porch furniture. Right now is the time to buy porch furniture at lower prices than any other time of year. Beaton & Lauer Co. do not wish to carry any porch furniture into fall. They are willing to dispose of what they have left without profit.

Friday and Saturday they will sell awnings at half price. Reductions will be 15 to 20 per cent on other porch furniture—rockers, chairs and settees, including Chinese Grass, Fibre Rush and Willow Furniture.

Remember, two more months of porch life this summer—Beaton & Lauer Co., 415-17 South Sixteenth street.

## IS YOUR VACATION ON YOUR MIND?

Better be sure of your Trunk or Suit Case before you trust it too far. We have one of the largest stocks of baggage in the state. And each trunk or bag is well above the common run. If you are not sure of your judgment, this is a safe shop to trade in.

We Like Repair Jobs. FRELING & STEINLE BAGGAGE MAKERS 1803 FARNAM ST.

## STEINWAY

In the purchase of a piano, consider permanency. The STEINWAY reputation for permanency of tone, beauty and workmanship has been maintained through four generations of the STEINWAY family. THERE EXISTS NO OTHER RECORD LIKE IT.

## The Steinway Vertigrand

A characteristic STEINWAY achievement: Constructed to produce in a piano of upright form, the same musical expression that has always individualized the STEINWAY GRAND—"An Upright Piano of Grand Value."

Price \$550—Ebonized Case, \$600 Mahogany Case. MONTHLY TERMS IF DESIRED.

## SCHMOLLER & MUELLER PIANO CO.

EXCLUSIVE STEINWAY REPRESENTATIVES 1811-13 FARNAM STREET.

## STORES CLOSE at 6 P. M. SATURDAYS DURING AUGUST

Other days at 5 P. M.

## Brandeis Stores

5,000 Yds. 25c Wash Fabrics, 10c Yd.

Friday is last day of clearing out all remnants and small lots of desirable wash fabrics. We have taken five thousand yards that have sold all the way from 25c to 50c a yard and offer them on main floor at 10c a yard

Fine summer fabrics, including Voiles, Jacquards, Poplins, Durbar and Himalaya Suitings, Organdies, Zephyrs, Tissues, French Gingham, Rosco silk and cotton fabrics, etc. —25c to 50c yard values, in remnant lengths and full pieces, on main floor Friday at, yard.

Several hundred yards plain and fancy silk remnants, foulards, crepes, messalines, pongee silk, chiffon taffetas, rajahs, habutai and Japanese silks, Balkan and Bulgarian silks—worth up to \$1.50—main floor, per yard, Summer weight \$1.00 dress goods, checks, stripes, mohairs, serges, novelty suitings, etc., at 50c

Wash Laces, 5c Lace Remnants, 10c ea. Silk Lisle Hose

Big lots of Wash Laces that have been selling regularly up to 15c a yard. Vals, linen torchons, imitation cluny, odd pieces of desirable trimming laces—on big bargain square Friday, on main floor at, per yard.

Thousands of remnants and sample pieces of allover laces and nets—white, black and ecru, in lengths 1/2 to 1 yard. Also remnants of lace bands and edgework up to 2 inches wide. Immense varieties on bargain square, on main floor, Friday, actually worth up to 35c a yard; at, each.

Women's and children's excellent quality silk lisle hosiery with double soles, spliced heels—white, black and tan—worth regularly 20c and 25c a pair—on bargain square main floor, Friday, per pair, at.

One assorted lot of silk remnants—black and colors—only a small lot—to close out quickly—on sale, per yard, at.

Various grades and lengths, all kinds, assorted mercedized white and colored wash fabrics—on big bargain square at, per yard.

Good muslins, long cloths, nainsook and cambrics—all are 36 inches wide—new lots at, yd.

Fancy checked, striped, plaid and corded white goods—regularly 10c, 12 1/2c and 15c grades—on gain square Friday at, yard.

Yard wide fancy dress percale in light and dark styles—dress lengths at, yard.

## SIX NOTION SPECIALS

Pins—Good quality, at, paper, 1c Rust Proof Hooks and Eyes, card, 3c Shirt Markers, on sale, at, 10c

Fastening Thread—twelve spools, 10c Needle Books—25c, at, 5c Dustless Mops, for oil floors, 15c

NEXT SATURDAY Our Semi-Annual Clearance MEN'S FURNISHINGS All our Men's Shirts, Underwear, Hosiery, Neckwear, Suspenders, pajamas, etc. at way below regular value. See the windows.

## Friday and Saturday—Semi-Annual Sale Manhattan Shirts for Men

Known Everywhere as the Highest Class, best fitting and most carefully sized Shirts that money can buy.

All Our \$1.50 Men's Manhattan Shirts at \$1.15 All Our \$2.00 Men's Manhattan Shirts at \$1.38 All Our \$2.50 and \$3.00 Men's Manhattan Shirts at \$1.88 All Our \$3.50 and \$3.75 Men's Manhattan Shirts at \$2.65 All Our \$4.00 and \$5.00 Men's Manhattan Shirts at \$3.55

## U. S. SAVINGS CLOSES at 6 O'CLOCK

THE Savings Department of the United States National Bank, of Omaha, at the corner of Sixteenth and Farnam streets, will close at 6 o'clock Saturday afternoons during the month of August.

## UNITED STATES NATIONAL BANK

DIRECTORS: M. T. Barlow A. D. Brandeis E. L. Burke S. S. Caldwell V. B. Caldwell E. A. Duff Thos. A. Fry C. W. Lyman Euclid Martin E. M. Morsman A. L. Reed W. E. Rhodes B. F. Smith W. A. Smith G. W. Wattles C. E. Yost

## Women do four-fifths of the buying and influence the other fifth

The paper that goes to the home is the only one that the housewife gets a chance to read. Everything about The Omaha Bee appeals to women. It is a paper that any mother may allow her daughter to read. Its talks to girls, its fashion pages, its society department, its woman's department make it the favorite with mother and daughter alike.

Advertise in the paper that goes to the homes.

## The paper that goes to the homes brings results for the advertiser.